

RECEIVED

AUG 15 1995

**From:** Eric and Martha Robinson <robinson@wwa.com>  
**To:** FCC Kids TV <KIDSTV@FCC.GOV>  
**Date:** 8/15/95 7:21am  
**Subject:** Help my children.

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

DOCKET FILE COPY ORIGINAL

Greetings,

Please help my children. Stop the shows that are just promotions for product tie-ins. Please give my children more quality live action shows and not this violent shows that are predominant.

Thank you.

Sincerely,  
Eric Robinson  
2137 w. 110th St.  
Chicago, IL 60643-3203  
312-239-8477 robinson@wwa.com

No. of Copies rec'd \_\_\_\_\_  
List A B C D E \_\_\_\_\_

DOCKET FILE COPY ORIGINAL

RECEIVED

AUG 15 1995

**From:** Douglas M. Pease <dmpease@ix.netcom.com>  
**To:** A16.A16(kidstv)  
**Date:** 8/15/95 10:32am  
**Subject:** A New Start for U.S. TV Programming

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

Heard the Chairman's speech to National Press Club on PBS. If my message pleading for a new start in TV programming requirements counts for anything here it is. Kids do know more cereal brands than U.S. presidents' names. Whatever the FCC can do to restore at least our former commitment to children's fare on TV, I'll vote for it. Oh for the return of Crusader Rabbit, Captain Kangaroo, Bullwinkle and the gang. It is likely good things exist, but on strange channels and at strange times in our town. Go for it!  
Doug Pease (408)659-4575

No. of Copies rec'd \_\_\_\_\_  
List A B C D E \_\_\_\_\_

RECEIVED

AUG 15 1995

From: Mike Robinson <74053.780@compuserve.com>  
To: Reed Hundt <kidstv@fcc.gov>  
Date: 8/15/95 2:32pm  
Subject: Natl Press Club Speech

DOCKET FILE COPY ORIGINAL  
FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

I enjoyed and appreciated listening to your comments at the National Press Club, aired today on my NPR affiliate.

I support your approach to improving children's TV. Daytime TV is in a sorry state. The airwaves, a precious national resource, are being wasted. Poor kids can't afford access to even the basic input they need to belong to the information society of the future.

Also, I encourage you to lobby for a conservative approach to regulating the Internet. Much of its appeal lies in the "open" access -- free speech in the true sense. If we start placing a bunch of heavy-handed restrictions on it -- ostensibly to protect kids, but perhaps also to facilitate big government meddling in our freedoms -- we will turn it into Disney World. I want my kids protected, but not at the expense of my own freedom. Fortunately, technology provides ways to have our cake and eat it too.

Keep up the good work.

-- Mike Robinson  
Louisville, Kentucky

No. of Copies rec'd \_\_\_\_\_  
List A B C D E \_\_\_\_\_

RECEIVED

AUG 15 1995

**From:** <COLLETT.MELINDA\_S@louisville.va.gov>  
**To:** A16.A16(KIDSTV)  
**Date:** 8/15/95 2:01pm  
**Subject:** WAY TO GO

DOCKET FILE COPY ORIGINAL

FEDERAL CONTRACTORS COMMISSION  
OFFICE OF SECRETARY

GOOD TO HEAR THIS AFTERNOON ON NAT'L PRESS CLUB. HAVE SEVEN MONTH  
OLD CHILD WHO'S ALREADY ATTENTIVE IF I'M WATCHING. I'VE NO PROBLEM WITH  
GOVT INTERVENTION IN THIS ISSUE AS THAT'S THE ONLY WAY IT'LL BE CHANGED.  
WILL CONSIDER LOCAL ORGANIZATION TO PURSUE CHANGE AS YOU MENTIONED.

No. of Copies rec'd \_\_\_\_\_  
List A B C D E \_\_\_\_\_

MM DOCKET 93-48

RECEIVED

Aug. 10, 1995

AUG 15 1995

Dear Sirs, FCC MAIL ROOM

DOCKET FILE COPY ORIGINAL

Our local newspaper said you were asking for ideas about children's T.V. I am very concerned about the amount of violence and advertising exploitation in children's programming. In general I do not allow my children to watch commercial T.V., because the commercial children's shows that I have seen are either pervaded by violence or are nothing more than extended advertisements for a commercial product line (or both). While the extended advertisement type of program disgusts me, it is the violence which truly disturbs me.

I believe that the violence seen on T.V. contributes to violence and crime in our society. A show such as "The Power Rangers", in spite of its great popularity, teaches children that aggression is the only way to deal with problems. This lesson strikes me as particularly disturbing this year, on the 50<sup>th</sup> anniversary of Hiroshima and Nagasaki. This type of show also gives children unrealistic expectations of themselves and of the world around them. Human beings are not super-heroes --- they are mortals; the world is not populated by a never-ending flood of horrendous villains --- most of the world's conflicts are simply between 2 not-so-good, not-so-bad people (or groups of people). And destroying those who disagree with you is not

No. of Copies rec'd \_\_\_\_\_  
List A B C D E

0

the only way to deal with conflict --- there are many, many approaches to resolving even the deepest conflicts.

I would like to see more diverse programming, which teaches problem solving skills rather than teaching that violence solves problems. Many of the PBS programs take this approach. They portray a much more diversified and realistic world than most commercial programs. For example, in "Dudley the Dragon", the dragon is pure fantasy, but the issues he deals with (such as aging, prejudice, loss of friends, etc.) are issues most people have to face and deal with at some time during their lives.

Similarly, "Pappy Drew-It" teaches about such things as commitment and learning from your mistakes, while "The Hug-a-Bug Club" not only teaches children morality (specifically, to return a lost wallet), but also why this course of action is best (empathy with the one who lost the wallet). This type of theme is unheard of on commercial stations. Why? In my opinion, it is because violence is easy ( the producers don't have to think up new themes or interesting ways of presenting them each week), and because violence sells (the advertisers believe violence is what we want, so violence is what we get). I don't know of a way to get around the producers' laziness, but there may be ways to make violence less lucrative. Perhaps programs could be rated in the same way as movies are ( but not by the industry itself), and certain advertising could be restricted to specific rating categories. As an extreme example, an advertisement for breakfast cereal

with a toy enclosed that's endorsed by several children and their mother could not be shown with an R-rated program involving "super-heroes" bombing a building housing "the villains".

I don't pretend to have the solutions, but I believe something must be done. I've heard that some "experts" argue that T.V. viewing doesn't affect children much, but I have seen my own children mimic their favorite T.V. characters. I have seen my 6- and 4- year olds voluntarily clean their room after watching "The Big Comfy Couch" (at the end, Lunette the clown asks "Who made this big mess? I did? Well, I guess I have to clean it up, then!"), when my husband and I have tried incentives, teaching-by-example, reasoning, and threats to get them to clean up without success. My children have asked me about returning lost items they might find after watching the Hug-a-Bug --- a subject it never even occurred to me to talk to them about. And after watching a single episode of "Power Ranger", my 4-year old ran off to her room to "pow, bam, bang" her dolls. We will be what the media makes us.

Thank you,

Eileen E. Alvarez

(P.S. I apologize for the hand-written part, my typewriter ribbon broke and I must send this today to make your Aug. 14 deadline for input.)